

GREYTON IN 2030



August 2012

Envisioning the future of Greyton

Blue sky thinking on the possible future of Greyton, prepared by a small, visionary group of local residents.

For further information, to get involved, send feedback or to be included in updates send an email to

michael@noeticbusiness.net.

Version 0.92 Draft – 23 August 2012

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WHAT'S THE FUTURE OF OUR IDYLIC TOWN? WILL WE THINK BIG OR WILL WE THINK SMALL?

“Another world is not only possible, she is on her way. On a quiet day, I can hear her breathing.” -- Arundhati Roy (1961 -), Indian novelist.

INTRODUCTION

We live in one of the most tumultuous and exciting times in human history. With the planet's cultural, political, economic, and spiritual systems colliding, breaking down, and transforming in the mixing bowl of the twenty-first century, it is difficult to predict what the world might look like a few years from now. But think ahead we must. Our collective future is at stake and this is not a time to be reticent, or close-minded.

To create a community we want to live in requires a thorough understanding of the world we no longer wish to live in. What is needed are wonderfully big, bold, new ideas, pushing the boundaries of conditioning and ingrained beliefs.

With this mind-set, a visionary group of residents in Greyton asked some very big questions: Where are we going? How are we going to get there? How should we relate to the extraordinary uncertainty that defines our global landscape today? What role model could Greyton play on the world stage during a time of transition? How does Greyton become a destination of choice for individuals and families who desire a significantly alternative lifestyle? How could Greyton build a vibrant, sustainable model for living and become a global brand to grow and share?

“The world we have made as a result of the level of thinking we have done thus far creates problems we cannot solve at the same level of thinking at which we created them.”-- Albert Einstein (1879 - 1955), German-American theoretical physicist.

In answering these big questions, we operated within the following framework:

- Everything is inter-connected (addressing any issue in isolation is counter-productive)
- There is no right or wrong – there are only outcomes; outcomes either serve or shackle
- Milieu has its roots in education (how we educate the young creates our environment)
- A mind-set of abundance serves; a mind-set of scarcity shackles
- Our focus is transcendence; other initiatives focus on primary needs (Maslow's hierarchy)
- What we wish for ourselves and our dependants, we wish for humanity.

“In our own small way we're going to make the world a better place.” -- Steve Jobs, introducing the iPod in 2001 (1955 - 2011), American businessman and visionary.

WHAT WE FOCUS ON

We categorize our discussions into silos of current and future initiatives. We intend for this document to be non-prescriptive for any individual project, but rather to act as a placeholder for our 18-year vision. Project definitions and details are described in (separate) individual project documentation.

Our silos are discussed below, in 2030 present tense.

Aesthetics

Greyton is surrounded by natural beauty. We are dedicated to maintaining the community's cleanliness and beauty. This includes streets, public places, commercial buildings and community gardens. Greyton is included in the top 10 towns in SA, as rated by SA Tourism. We are referred to internationally as a shining example of sustainable community living in aesthetically beautiful surroundings.

The top 10 South African towns in 2012 were:

1. **Stellenbosch** – Longest wine route in the world
2. **Pilgrim's Rest** – A living museum, the entire town has been declared a national monument
3. **Franschhoek** – Gourmet Capital of South Africa
4. **Knysna** – Garden Route and arty, laid-back environment
5. **Oudtshoorn** – Ostrich capital and home to the KKNK arts festival
6. **Dullstroom** – A major fly-fishing destination, surrounded by magnificent scenery
7. **Clarens** – Picturesque town located close to Golden Gate National Park and the Maluti Mountains
8. **Cullinan** – Diamond mining
9. **Groot Marico** – The regular haunt of one of South Africa's most revered literary souls – Herman Charles Bosman
10. **Rhodes** – In the shadow of the Ben McDhui mountain at the edge of the Drakensberg and is green in summer with snow in winter.

Ecology

Greyton has a wetlands nature reserve which is home to the largest collection of birds in South Africa and is rated as one of the top ten bird watching destinations internationally. Adjacent to the wetlands is the world's first indigenous forest sponsored by the aviation industry. Various activities are on offer in the nature reserve and forest, and mobility is provided by transport which does not rely on fossil fuels.

Our focus is on living lightly and we continually reduce the community's impact on the environment. We annually plan to halve the preceding year's environmental damage.

Economics

Greyton's GDP is equivalent to that of a small city, generated from the export of information publishing activities, since this has far less impact on the environment than traditional agriculture and manufacturing. The "Made in Greyton" brand is recognized internationally and each info product includes a link explaining our story. In this way every customer globally is exposed to our unique value creation approach, further attracting bright minds to our village.

In addition, we host workshops, events and retreats in our community hall, designed to teach sustainable community living. Eco- and low-impact tourism is also a large contributor to our economy. Every business in Greyton is an ambassador of the Greyton brand, and speaks enthusiastically to visitors about our vision.

Money in our economy flows to sustainable activities, not unsustainable ones.

Our form of value exchange is transparent, people-focussed, and ethical and does not promote excessive consumerism. Our economic system is self-sustaining, while interfacing with global banking and economic systems of the day. Our financial system incentivises long-term thinking, rewarding businesses and investors for looking beyond short-term profits.

Greyton is able to choose whether government funding is accepted or not – we have a system of public funding generated by the community, for the community.

Education

We recognize that changing long-term societal behaviour starts with children and we teach sustainability from a young age. We have Primary, High school and gap year [curriculums](#), all of which focus on empowering global citizens and sustainability innovators. Our curriculums are holistic, green and relevant to our future world. Our local youth are equipped to be productive from the day they leave school, thus reducing crime and other social ills.

We have a vibrant adult education initiative with a focus on information publishing. We teach technology to develop a mind-set of a global marketplace available from our small village. Constant learning into older age is encouraged through a library stocked with rare and esoteric books and our lively University of the Third Age provides talks and courses for our community's older residents.

We have partnership agreements with cutting edge international universities and centres of learning to provide a destination of choice and case study for sustainable and future-focussed Masters and PhD courses. These include:

- Schumacher College in Devon, UK
- Singularity University in California, USA
- Sustainability Institute in Stellenbosch, SA

In addition, our school-leaving youth are fully equipped to embrace a business future in the digital age via the Digital Youth Academy.

(See Other Resources for links)

Energy

Greyton's energy focus is on sustainable heat, electricity and transport solutions. We help design new products, services and business models that convert ecological energy systems into energy useful to humans. We focus on community energy: our community owns, generates and saves energy together for the benefit of a wider community.

Food

Greyton champions fair and transparent relationships between local farmers, manufacturers, retailers and consumers. We help reconnect people with the food they eat so we value our food in ways that benefit the whole food supply chain.

Our various initiatives involving locally-sourced products focus on the individual's health and the environment's sustainability.

Infrastructure

All infrastructure projects (water, roads, sanitation, electricity and communications) are designed to have minimum impact on the environment. Our community applies ecological sanitation, which negates the need for costly sewage treatment, and solid waste is viewed as a form of income.

Extensive use is made of gravitational water supply systems from the abundant water supply in the area. Our roads are designed for human use, not vehicle use. To support our vibrant information economy, we enjoy ultra-high-speed fibre-optic Internet access. At 1000 Mb per second, Greyton's Internet access is 500 times faster than the average Internet access available in SA in 2012.

Politics

We believe that every political party around the world has failed their people, and so we operate as far as possible without the involvement of politicians. We loosely subscribe to the principles of Contributionism and Ubuntu described by the [Ubuntu Party](#).

Transport

Greyton welcomes vehicles below a certain width inside the village; vehicles exceeding this width are permitted to the perimeter of our town, where local low-impact transport solutions take over.

As far as possible, we provide mobility powered by natural means and not reliant on fossil fuels.

Values

All businesses, property owners and residents of Greyton broadly share a common set of values:

- Children are central to our legacy, and so we provide a safe, challenging, and nurturing environment for children
- We understand and strive to minimize our negative impact on ecological systems
- Where possible we cooperate and share resources so that we may live more lightly and joyously on the earth
- We avoid exploiting people and other cultures and we celebrate equality among all people, regardless of race, colour, gender, religion or spirituality, sexual orientation or background
- We are an independent-income community, which means each community member is responsible for earning her or his own living
- We are committed to developing and supporting a thriving local economy, generated from a global marketplace
- We serve as an information resource for communities and individuals around the world
- We practice fair, participatory, and effective self-governance with decision-making by consensus
- We network with the local community to share knowledge, goods, services, and support.

HOW WE SHARE AND SPREAD OUR VISION

From past experience, we know that top-down imposition of an ideal doesn't work and so we use a bottom-up, grass roots approach. We engage the community to drive the vision by following a [Community Conversations](#) approach (work in progress).

OTHER RESOURCES

Banking

- <http://www.civilisedmoney.co.uk/> - an ethical, transparent alternative to the existing financial services industry
- <http://lawfulbank.com/> - a new and independent monetary and banking system owned and controlled by its users/members

Community Examples

- <http://www.abundantdawn.org/> - a small rural community in southwest Virginia, USA.
- <http://www.dancingrabbit.org/> - an ecovillage and intentional community of about 60 people set amid the hills and prairies of rural northeastern Missouri.
- <http://www.earthaven.org/> - an aspiring ecovillage in a mountain forest setting near Asheville, North Carolina.
- <http://lostvalley.org/> - a learning community creating catalysts for joyful ecological, social and economic regeneration in Dexter, Oregon.
- <http://www.oaec.org/sowing-circle-intentional-community> - a residential intentional community in Occidental, CA, USA.
- <http://www.sustainabilityinstitute.net/newsdocs/video/lynedoch-ecovillage> - Practical and working example of an ecologically designed urban system that uses local replicable technologies – Stellenbosch, SA.

Education

- <http://www.digitalyouthacademy.com/> - objective is to create a demand for young people that outstrips supply, so that young people can begin to feel useful and noted in their contribution to society and the economy.
- <http://www.greenschool.org/> - Green School in Bali, Indonesia is giving its students a relevant, holistic and green education in one of the most amazing environments on the planet.
- <http://www.schumachercollege.org.uk/> - Finding solutions for the most pressing ecological and social concerns of modern life.
- <http://singularityu.org/> - a university that leverages the power of exponential technologies to solve humanity's grand challenges.
- <http://www.sustainabilityinstitute.net/> - provides a space for people to explore an approach to creating a more equitable society that lives in a way that sustains rather than destroys the eco-system.
- <http://www.synergyschooling.com/> - Synergy Schooling is a progressive educational approach meeting the needs for what is currently lacking in education worldwide.
- http://www.ted.com/talks/ken_robinson_says_schools_kill_creativity.html
- <http://www.youtube.com/watch?v=zDZFcDGpL4U> - Another awesome Ken Robinson talk, animated

General

- <http://www.forumforthefuture.org/> - Action for a sustainable world
- <http://www.ic.org/> - Fellowship for Intentional Communities
- <http://www.peakprosperity.com/> - Insights for prospering as our world changes
- <http://michaelhaupt.com/community-conversations/> - Provides a safe space in which people come together for thoughtful discussion and dialogue about shared values

Politics

- <http://www.ubuntu-party.org.za/p/documents.html> - A Blueprint For A New Social Structure